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ABSTRACT

A definitive look at the field of alumni administration is presented, noting that the subject has until now received little attention. The 34 chapters are divided into nine sections: an overview of alumni administration; alumni as an essential resource; people management; budget and records; programming; communications; alumni education programs and services; type of institution; and managing the future. Chapters include the following: "Alumni Relations: A Perspective" (R. Forman); "Alumni Administration as an Integral Part of Higher Education" (J. DiBiaggio); "Alumni Relations" J. Fisher); "Alumni as Advocates for Your Institution" (S. Barrett); "The Role of Alumni in Academe and Governance" (J. Miller); "Alumni as an Essential Resource for Development" (S. Roszell); "Alumni Involvement in Student Recruitment" (M. Bonney); "Alumni and Career Placement" (J. Carter); "Professional Staff Selection and Development" (R. Willemain); "Alumni Association Boards of Directors" (R. Gale); "Alumni Volunteers" (M. Koll); "Budget and Funding Sources" (G. Langer); "Alumni Management Information Systems" (J. Hopson); "'Dear Alumni...' Who are These People?" (W. Evitts); "Alumni Clubs" (K. Williams); "Professional School Organizations and Other Constituent Associations" (M. Snyder); "Reunions" (M. Funderburk); "Alumni-in-Residence: Programs for Students" (N. Dysart); "Locating, Organizing, and Developing Minority Constituencies" (R. Carter); "Publications and Periodicals" (A. Beierle); "A Voice for Alumni: The Role of Alumni Research and Surveys in Alumni Relations" (M. Carlson and J. Day); "Using Electronic Communications to Stay in Touch" (K. Rollins and J. Rochlin); "Alumni Continuing Education" (S. Calvert); "Merchandising and Member Services" (W. Rothwell); "Alumni Travel Programs" (C. Lennon); "Alumni Athletic Events" (D. Dotts); "100 Ways to Lose the Battle of Managing the Small College Alumni Office" (M. Gillespie); "Alumni Relations at Two-Year Institutions" (J. Van Houten); "Urban Universities" (D. Dilorio); "Large Alumni Associations" (J. Kinney); "Less is More: Paradoxes of Small College

Alumni Administration" N. Whittemore); "Alumni Administration at Independent Schools" (E. Ayres); "Alumni in the Twenty-First Century: The Planning Starts Now" (D. Heinlen and L. Crossley); and "Future Prospects for Alumni Administration" (P. Chewning). Contains 94 references. (SM)

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